RESO® Internet Tracking

By Chris Lambrou, chief information officer
"Before I write my name on the board, I’ll need to know how you’re planning to use that data."
RESO® Internet Tracking
49 Fields, 69 Enumerations!
Progress :)

New Objects:
- Saved Searches
- Open House
- Property
- Photo
- Document
- Virtual Tour

New EventTypes:
- Exit Detailed View
- Object Modified
- Search

New Actor Fields:
- ScreenWidth
- ScreenHeight
- ColorDepth
- TimezoneOffset
- PluginList

New Object Fields:
- ObjectCollection
Survey Says

Device Fingerprinting (LIVE)

Matthew Cohen - moving aggregate data vs. individual events with the consideration of privacy concerns

listrac - Tracking in the real world

Mark Holt - licensing requirements and how tracking and auditing is a requirement and that by conforming to the tracking standard participants and vendors can be reasonably assured they are in safe harbor standing with their licensors

If time permits... Floorplans, Multiple Results in One (1) Record - “grouping”,
Internet Tracking Survey

➔ Identify current industry tracking practices
➔ Understand dedicated technical bandwidth
➔ Gauge time-to-implementation
➔ Gain direction from the community
➔ Are we relevant?
Survey Says?
A device fingerprint or machine fingerprint or browser fingerprint is information collected about a remote computing device for the purpose of identification. Fingerprints can be used to fully or partially identify individual users or devices even when cookies are turned off.

Device fingerprint - Wikipedia
Data anonymization is a type of information sanitization whose intent is privacy protection. It is the process of either encrypting or removing personally identifiable information from data sets, so that the people whom the data describe remain anonymous.

Data anonymization - Wikipedia
https://en.wikipedia.org/wiki/Data_anonymization
Transparency?

If you opt-out of interest-based ads on this device, apps will be instructed not to use the advertising ID to build profiles for advertising purposes or target you with interest-based ads, on this device. The advertising ID is a resettable, anonymous identifier that can be used to build profiles or show you interest-based ads.
The Want?

Site-to-Site Analytics

- 99acres.com
- HOUSING
- PROPTIGER
- magicbricks.com
- commonfloor
- makaan.com
- Real properties. Real buyers.
- IndiaProperty.com
- INDIA'S NO.1 PROPERTY PORTAL
- PROPERTYWALA
- INDIA'S NO.1 REAL ESTATE NETWORK
- grabhouse
- Sulekha.com
Show Us the Demo!
moving aggregate data vs. individual events with the consideration of privacy concerns
Give Us the listtrac!
licensing requirements and how tracking and auditing is a requirement and that by conforming to the tracking standard participants and vendors can be reasonably assured they are in safe harbor standing with their licensors.
Roomba maker wants to sell your home’s floor plan

By Natalie O’Neill

July 25, 2017 | 1:04pm | Updated
<table>
<thead>
<tr>
<th>Listing #</th>
<th>Grouped #</th>
<th>DOM</th>
<th>ListPrice</th>
<th>SoldPrice</th>
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<tbody>
<tr>
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</tr>
</tbody>
</table>

The event is a "Search" with the following details:
- **EventDescription**: "Search for RE Listings"
- **EventTimestamp**: "2018-02-14T17:38:38+00:00"
- **ActorType**: "Consumer"
- **ObjectType**: "Listing"
- **ObjectID**: """

**ObjectCollection**: 
- `{ "listingID" : "56786" }, `{ "listingID" : "54465" }, `{ "listingID" : "58876" },
- `{ "listingID" : "57789" }, `{ "listingID" : "50598" }, `{ "listingID" : "51512" },
- `{ "listingID" : "52525" }, `{ "listingID" : "56565" }, `{ "listingID" : "54321" },
- `{ "listingID" : "57890" }, `{ "listingID" : "57589" }, `{ "listingID" : "52521" }